

# **BASSANO-**

*The* GATEWAY  
to the

EASTERN  
IRRIGATION  
DISTRICT



**A Guide To  
Tourists**



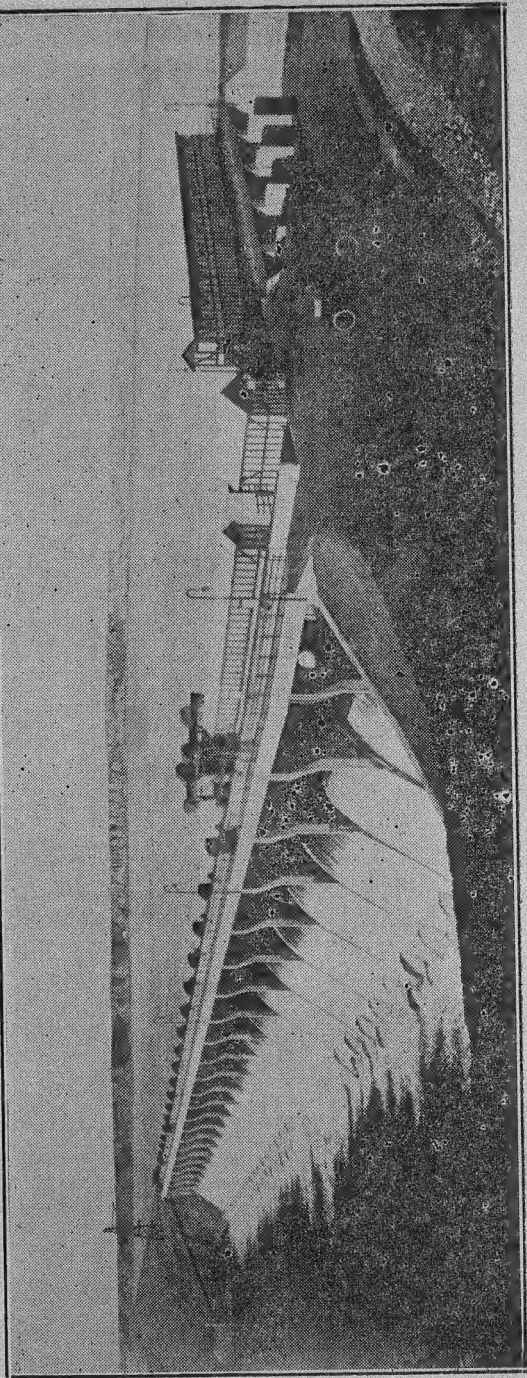
SPONSORED BY THE

Bassano Board of  
Trade  
1940

Bassano, Alberta, Canada.

### THE BASSANO DAM

The great E.I.D. Dam located 3 miles southwest of Bassano on the Bow River diverts water to irrigate a total of over 200,000 acres of land extending from Bassano to east of Tilley, a distance of over 70 miles. The concrete and earth structure is over one mile long. The dam backs water up the Bow for a distance of 14 miles. Fish abound in waters above and below this great dam. The power plant generates considerable electricity and is maintained as an auxiliary unit by the Calgary Power Co.



This pamphlet was published by the Bassano Board of Trade, and is intended to serve as a guide to tourists as they motor through one of the richest agriculture districts in Western Canada.

Sixty miles east of Bassano, one enters the largest irrigation project in the Northwest. Travelling west along the Trans-Canada Highway, this drive through the Eastern Irrigation District is a revelation of what can be accomplished when the fertile lands of the Canadian west are furnished with an abundance of fresh water.

Arriving at Bassano, one emerges from the Eastern Irrigation District, and when continuing west, enters the Western Irrigation District, which unlike the E.I.D., is operated by the Canadian Pacific Railways Department of Natural Resources. Prior to 1935, the E. I. D. was also owned and operated by the C.P.R.-D.N.R., but in that year an agreement was reached whereby this twenty-five million dollar project became the property of the contract holders, and since that time it has been operated as a co-operative organization.

The publication of this pamphlet was made possible through the co-operation of the Bassano Board of Trade and the merchants whose advertisements appear herein. These merchants will furnish any services they are capable of rendering in addition to supplying any information pertaining to the district that is not included in this booklet.

Before continuing your journey you are cordially invited to acquaint yourself in Bassano and to visit the Great Horseshoe Bend Irrigation Dam located three miles south of Town on the Bow River.

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## BASSANO

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### "The Gateway to the Irrigation District"

BASSANO is known throughout the west as the gateway to the great Eastern Irrigation District, because located at Bassano is the Horseshoe Bend Irrigation Dam. This dam, in addition to diverting water from the Bow River to irrigate a total of over 200,000 acres of fertile soil, generates electrical power. Many visitors each year motor the three miles south to view this engineering accomplishment and to better acquaint themselves with the operation of this gigantic irrigation system.

Bassano, though a town of only 500 population, has all the modern conveniences of a large city. Electric power, running water, disposal plants, hospital, schools, churches and capable doctors are among the numerous assets which tends to make this town a pleasant place in which to live.

Strategically situated midway between the cities of Calgary and Medicine Hat, Bassano is the stopping place for all the traffic on the Trans-Canada Highway between these two cities. Not only is Bassano the centre of all highway transportation in the southeastern part of Alberta, but it is also located on the Main Lines of the Canadian Pacific Railway and is the centre for several branch railway lines.

From here is shipped annually several thousand head of Livestock, as well as hundreds of thousands of bushels of grain and tons of hay and green feed.

The modern stores, garages, service stations, beauty salons, machinery and hardware stores, hotel, printing office, government stores and offices, attract people of this district from a radius of over fifty miles.

The Town of Bassano cordially invites you to come here, and sincerely hope your stop in Bassano will be a pleasant one.

# **Eastern Irrigation District**

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**"THE GARDEN SPOT OF ALBERTA"**

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A Co-operatively Owned Irrigation District Comprising An Area of 200,000 Acres of Irrigable Land. Irrigated Farms From Tilley to Bassano Along Provincial Highway No. 2.



**Visit the Headquarters Grounds of the Eastern Irrigation District, the Provincial Horticultural Station and the Aqueduct at Brooks.**



**See the Source of Supply at the Horseshoe Bend Dam on the Bow River near Bassano.**



**Game Birds are Plentiful, and Ducks abound on the lakes and waterways throughout the District making this a hunters' paradise.**

**L. C. CHARLESWORTH,  
General Manager.**



# **A. McKee**

## **General Merchant**

Bassano, Alberta

MEMBER OF

### *Associated Grocers, Ltd.*

*Service (AG) Quality*

LADIES' WEAR

— DRY GOODS

MEN'S and BOY'S WEAR

AGENTS FOR

### ***Tip Top Tailors***

#### **DOMINION DAY IN BASSANO**

After fifteen successful years, the Dominion Day Celebration in Bassano on July 1st is fast becoming the best one day Stampede in Southern Alberta.

This celebration is under the direction of the Bassano Board of Trade, and with each passing year, more and more people spend the Dominion Day Holiday in Bassano. In recent years, attendance has risen to the thousands, with people from all over the west arranging their holidays so as to be here on that date. Last year, several tourists from Eastern Canada and the United States stopped off at Bassano for the Dominion Day celebration before continuing west to attend the Calgary Stampede.

For one day each year, Bassano turns back the pages of history almost a century to live again the west our forefathers once knew. For one day each year formalities are discarded and everybody has the time of their lives in a carefree fashion. The streets are decorated with colored lights and banners; flags are flying everywhere; cowboys in their big hats and their riding boots tramp the streets till day break the next day; full blood Indians with their fancy dress of beaded buckskin come the day before and stay till the day after; farmers and ranchers within a radius of over fifty miles lay down their implements of work and take the family to Bassano for this day of days.

The Stampede, the Grandstand Performance, the Athletics the Horse Races and numerous novelty events provide a full day of fun and excitement for young and old. The reckless daring of the cowboys as they match their skill with the wild bucking horses; the colorful horseraces when the Indians from the Blackfoot Reserve just west of Bassano use their cunningness in an effort to outsmart the white man; brawny athletes performing breath-taking feats on the sportsfield in front of the grandstand; the bellow of a terrified steer as it endeavors to shake that human thing off its back; the frightened cry of a young calf as it goes tearing down the infield with a daring cowboy hot in pursuit on a trained roping

horse—All this is to be seen in Bassano on Dominion Day. Often as many as four events are in progress at the same time--in the bucking arena, on the platform in front of the grandstand, on the race track, and on the athletic field.

In recent years the Board of Trade changed the location of the Stampede Grounds and in the new site chosen many more conveniences are available. In the new location are several large groves of trees which, in addition to enhancing the beauty of the grounds, provide ideal spots for visitors to picnic.

In the evening hundreds throng the floor of the dancing pavillion. In the evening, also in the same building, a mammoth carnival is in full swing. Games of chance and refreshment booths, with members of the Board of Trade playing the role of barkers, occupy hundreds until daybreak.

The Board of Trade extends an invitation to visitors from far and near to attend their Dominion Day Celebration in Bassano on July 1st. The support of every member of the Board is assured in an effort to make your visit a full day of pleasure.

**"MEUCCI'S"**

## *Beauty Salon*

— HAIRDRESSING — PERMANENTS —

BARBER SHOP  
Bassano, Alberta



**TEXACO AND RED INDIAN GAS, OILS, GREASES**

— Repairs to All Makes of Cars —

Tires, Tubes, Auto Accessories.

**FIRESTONE TIRES**

FRANK ROCKWELL, Proprietor

Phone 90 — Bassano

## Holmes & Edwards

CARPENTERS — BUILDERS

and CONTRACTORS

Bassano, Alberta

# ROY SMITH

FORD DEALER



BRITISH - AMERICAN OILS, GREASES

John Deere and Fordson Tractors  
Machinery and Implements

MAIN STREET  
Bassano, Alberta

Office 28 — PHONES — Residence 65

## W. S. Playfair

TRUCKING HAULING — COAL AND WOOD

Agent for

GALT AND MIDLAND COAL

PLAYFAIR'S SERVICE STATION

North Star Gas and Oil Products

Railway Ave. Phone 26 BASSANO

## J. A. HARRIS

Wholesale — Gas — Oil and Petroleum Products

LUMBER and BUILDING MATERIALS

Trucking and Hauling

Phones—53 or 146

BASSANO

## Wing Hong

SHOE and HARNESS REPAIR

Supplies and Fittings

QUALITY WORK — NEATLY DONE



*A Typical Boulevard on a Bassano Street*

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### THE BASSANO BOARD OF TRADE

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The Bassano Board of Trade, who is responsible for the publication of this pamphlet, is recognized as one of the most progressive organizations of its kind in Alberta.

The first Trade Board was organized in Bassano during the boom year of 1911. However, after three years this Board ceased to function, and had very little to show by way of accomplishment. From 1914 for a period of ten years, Bassano had no Board of Trade. During this period the need for a non-political organization to take an active interest in the welfare of the community, became more and more imperative. In 1924 a group of business men congregated and organized what is known as the present Bassano Board of Trade. The constitution and by-laws drafted on that day are still the guide of the present board. At that first meeting, James Johnston was elected chairman, and now after almost sixteen years, Mr. Johnston again heads this organization.

One of the first notable accomplishments of the Board of Trade was the inauguration of an irrigation system in Bassano. This was accomplished in 1927 and since that time, large, graceful trees have sprang up along the boulevards to transform the appearance of the town from what could be called bleak to a veritable oasis in a desert. It is worthy to note here that Bassano and the immediate vicinity is above the level of the irrigation canals and for the board to establish a system of irrigation for the purposes mentioned above, necessitated the installation of a pumping plant. This was done by the Board at a total cost of about \$5,000.00. After 13 years the transition that has taken place is more than sufficient to erase the doubts of the most skeptical that the money was not well spent. Some of the most beautiful gardens in Alberta are being raised in Bassano which without the irrigation water would have been impossible.

Among the numerous other accomplishments of the Board is the open air swimming pool, where youngsters of all ages gather during the warm days of the summer to partake of the healthful exercise afforded them by the cool water, the diving boards and the slides. An experienced swimmer is engaged to guard over the young lives as they frolic in the environment of the pool. The Board also opened a nursery which avails them a steady supply of shrubs and trees for replacement and extension. The new Stampede and Sports Grounds are also the results of efforts of the Board. Considerable money is spent each year by the Board for the grading and maintaining of the streets.

It has often been stated that a Board of Trade is the backbone of a successful community, and so it is in Bassano.

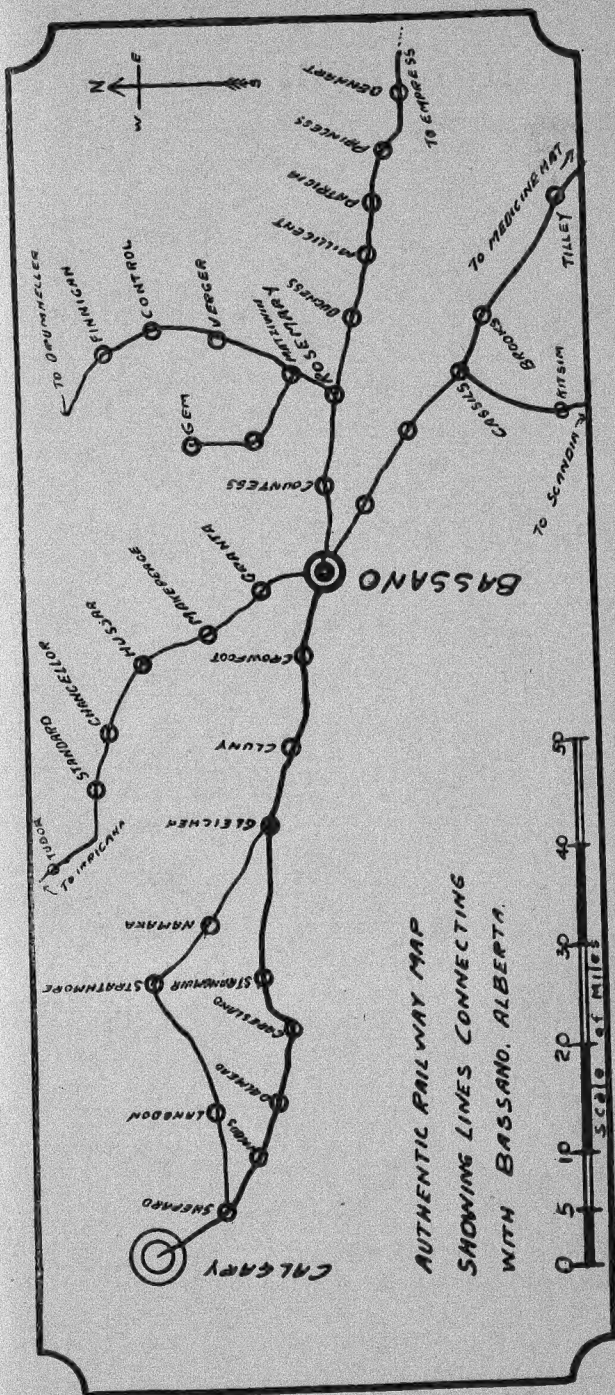


## BASSANO

— A Railroad Centre —

As this map shows, Bassano is the main railroad centre between Calgary and Medicine Hat. All main line trains must stop at Bassano to be serviced. Several branch line trains are dispatched from here weekly.

The fast trans-Canada trains of the C.P.R. afford the people of Bassano and district with a fast and efficient passenger, mail and express service.



# Auto Camp Garage

IMPERIAL THREE STAR PRODUCTS



**PLYMOUTH DEALER**

**Auto Accessories, Tires, Tubes,  
WELDING, REPAIRS**

**N. E. HINTON**

## NEW ROYAL CAFE

— FIRST CLASS MEALS AT ALL HOURS —

**Ice Cream, Soft Drinks, Tobaccos.**

**28 Years of Continuous Business**

**LEE BROTHERS, PROPRIETORS**

**Bassano, Alberta**

### HUNTING AND FISHING

The numerous lakes and waterways throughout the entire district makes it one of the most ideal for the nesting and breeding of all types of wild water fowl and game birds to be found anywhere. Each year, from the first day of October until the last day of November the Provincial Government calls open season on practically every type of game bird in this district. Ducks, geese, partridge, pheasant and numerous other birds test the skill of nimrods who come here from all parts of Canada and the United States, to enjoy some of the best hunting to be found anywhere on the North American continent.

In this district, roaming in great numbers on the open range, are about the only remaining wild antelope on the continent. For several years, these small animals resembling a deer in almost every respect, were protected by the government as it was feared they would become extinct. However, in recent years their numbers have been increasing so rapidly that an open season of one week duration has been called in the fall of the year.

For thrills and excitement, the stories related by hunters who have sought to bag one of these fleet little animals, can only be matched by the bear hunting stories which have long been made famous.

Not only do the lakes and waterways of this district abound in waterfowl, but they are also infested with large quantities of fish.

In the cool swift waters of the Bow River just below the great Irrigation Dam three miles south of Bassano, large quantities of grilling, goldeyes, pickerel and pike are to be found. In recent years, trout, of the rainbow variety, have become increasingly numerous. Above the dam, in the lake created by the backwater, ideal conditions prevail for trolling.



## *North Star Gas and Oils*

### **Chevrolet**

SALES AND SERVICE

## **Pierson and Young**

Bassano

Phone 89

SHORTY'S

### **RECREATION PARLOR**

and

### **KOFFEE KOUNTER**

— FREEZER FRESH ICE CREAM —

SOFT DRINKS

TOBACCOS

— LIGHT LUNCHEES —

"SHORTY" FOSTER, PROPRIETOR

Phone 18

Bassano, Alberta

## **Bassano Creamery**

ASK FOR

### **Naturemade**

BRAND **Butter**

Branch of

**NATIONAL FOOD PRODUCTS LIMITED**

Phone 33, Bassano, Alberta

### **BASSANO MUNICIPAL HOSPITAL**

Located at Bassano is the Municipal Hospital which affords a medical service to the people of this district which cannot be excelled anywhere in the province of Alberta. A staff of five registered nurses and a trained matron are in attendance at all times. The surgical rooms and the wards are well equipped and maintained.

The spacious grounds surrounding the hospital, with lawns, trees, shrubs and flowers, are one of the beauty spots of the district. A large modern nurses residence with private tennis courts and other recreation facilities surrounding it, is connected with the main hospital with an underground passage.



The Dominion Government Post Office  
located in Bassano

## Fats' Quick Lunch

QUALITY MEALS

—MODERATE PRICES

Ice Cream, Tobaccos and Cigarettes

MEALS AT ALL HOURS

## Bassano Nursery

CUT FLOWERS

—To Any Destination—

Plants Shrubs Roots Vegetables

H. D. BACON

Phone 129

Bassano



TOWERING SHADE TREES  
Grace the Streets of Bassano



NOW SERVE

## **SPORK**



THE GRAND NEW MEAT TREAT THAT IS  
CREATING A SENSATION EVERYWHERE

Cold or Hot — SPORK — Hits the Spot

On Sale at All Stores

A new Product of

**Burns And Co., Ltd.**

## **BASSANO BAKERY**

AND CONFECTIONERY

Bread and Cakes — Buns and Cookies

Confectionery of all kinds

Proprietors:—Mrs. V. K. and K. H. McAmmond

## **McLaws & Gordon**

Wm. McLaws. R. A. Gordon, B.A., LL.B.

BARRISTERS, SOLICITORS, NOTARIES, ETC.

Phone 6

P. O. Box 187

Bassano, Alberta

## **Pioneer Meat Market**

WE FEATURE HOME KILLED AND CURED  
MEATS

Call at our store for that Picnic Meat.

Stanley Haskayne, Prop.

Bassano, Alta.

**JOHNSTON'S**  
*DEPARTMENT STORE*

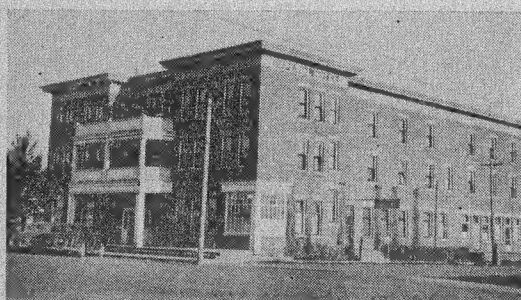
**MEN'S WEAR - DRY GOODS**  
**GROCERIES**

**"HOUSE OF HOBBERLIN" CLOTHES**

FRUITS, VEGETABLES,  
TOBACCOS and CANDIES

Thirty Years of Satisfaction To  
Bassano and District

Phone 64



**Imperial Hotel**

**L. Y. BERNIE, Prop.**

50 Steam Heated Rooms — Palm Gardens  
FULLY LICENSED

**"Your Comfort — Our Satisfaction"**

**IMPERIAL HOTEL**

**COFFEE SHOP**

**"A Good Place To Eat"**

— TABLES, BOOTHS, COUNTER —

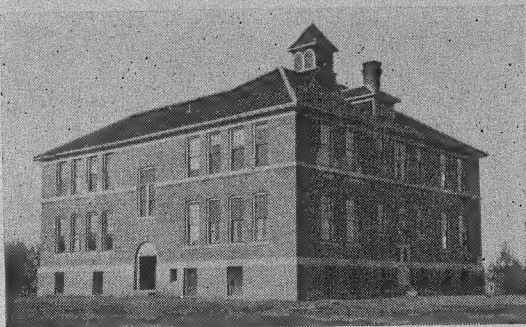
**Ice Cream, Tobaccos, Confectionery.**

Under the Management of

**D. L. DOWNS**

**Bassano**

**Alberta**



**Centre of Education, the Bassano Public and  
High Schools**

Complete educational facilities are available at the Bassano Schools, from the Primary Grades to the Senior High School Courses. The High School Dormitory makes it convenient for out-of-town students to avail themselves of a High School education at a minimum of expense.

The Boy Scouts, School Cadets, and the Girl Guides, have gained considerable recognition for their activities.

**Music and Dramatic Festival**

Due to its central location and the facilities offered, the District Music and Dramatic Festival is held here each spring. All the schools within a radius of over fifty miles are represented at this festival. In the last two years this festival has been enlarged to such an extent that this year over 500 students participated, with some of the best adjudicators in the province present to award the honors.

**A. T. CONNOLLY**

**REGISTERED OPTOMETRIST**

and **OPTICIAN**

**ROLEX WATCHES**

*Jeweller*

**MAIN STREET**

**Bassano, Alberta**

The Rexall Store - The Rexall Store - The Rexall Store

**STILES: "The Druggist"**

**DRUGS,**

**STATIONERY,**

**MAGAZINES,**

**KODAKS,**

**FILMS.**

**ETC.**

**BASSANO, ALBERTA**

The Rexall Store - The Rexall Store - The Rexall Store

The Rexall Store — The Rexall Store

The Rexall Store — The Rexall Store

## HIGHWAY MAP

About mid-way between two southern cities, Calgary and Medicine Hat, Bassano is the logical stopping place for all traffic on the Trans-Canada highway, when journeying between these two cities.

While at Bassano you are cordially invited to visit the Horseshoe Bend Dam three miles southwest of Bassano. Inset map shows route to Dam.

